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CANNED FRUIT
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AUSTRALIAN DECIDUOUS CANNED FRUIT PRODUCTION REACHES RECORD LEVEL IN 1965

The 1965 Australian deciduous canned fruit pack ^{1/} is estimated at a record 8.5 million cases (24/2½'s)--some 900,000 cases above the previous year's bumper pack and 2.6 million above the 1959-63 average. Peaches are estimated at an alltime high of 4.3 million cases--nearly 2 million cases larger than the 1959-63 average. The pear pack has dropped from last year's high of 3.2 million cases and is placed at 2.5 million cases. Canned apricot production, which fell sharply to 443,000 cases in 1964, rebounded and should total 800,000 cases in 1965. Mixed fruit increased approximately 278,000 cases from the record 1964 pack and totaled 894,000.

Reportedly, increasing amounts of fruits are being processed by cooperative canneries; during 1964, they handled 76 percent of the season's production. The remainder was processed by proprietary and privately owned canneries.

Exports of the 1965 deciduous canned fruit pack are still uncertain because of recent substantial revisions of 1965 pack figures; however, it has been indicated that a level of over 4.7 million cases will be achieved. Pear exports have traditionally been the most significant Australian canned fruit export item; however, peaches have met with continued success in the export market and the 1965 figure may well reach a new high.

^{1/} Although significant amounts of canned pineapple and tropical fruit salad are produced in Australia, their production is not included in this report because the harvesting of these commodities is not completed until a later date. However, production and exports of these fruit packs for 1964 and earlier is reported.

Australian exports to the United Kingdom--the leading market--have recently been faced with mounting competition from South Africa, especially on a price basis. Consequently, the Australians have developed stronger promotional policies with regard to U.K. trade. Furthermore, the Australian Canned Fruits Board will continue to collect an excise tax on domestic sales for overseas promotional and trade development activity. Reportedly, these efforts will be principally channeled toward developing export markets in Canada and Western Europe. The importance of Commonwealth tariff preferences cannot be overlooked, since these affect approximately 90 percent of Australian canned fruit overseas shipments.

Cooperative canneries exported the bulk of the 1964 canned fruit pack (82 percent) while the remaining 18 percent was handled by proprietary interests.

CANNED FRUIT: Australian production and exports,
average 1959-63, annual 1961-65

Canned Fruit	: Average : : 1959-63 :	1961 : : cases 1/	1962 : : cases 1/	1963 : : cases 1/	1964 : : cases 1/	: Preliminary : 1965
	: 1,000	1,000	1,000	1,000	1,000	1,000
	: cases 1/	: cases 1/	: cases 1/	: cases 1/	: cases 1/	: cases 1/
Production:	:	:	:	:	:	:
Apricots.....	625	334	918	846	443	800
Mixed fruit.....	290	190	441	442	616	894
Peaches.....	2,406	1,675	3,259	3,339	3,333	4,330
Pears.....	2,543	2,621	3,006	2,653	3,207	2,455
Total deciduous.....	5,864	4,820	7,624	7,280	7,599	8,479
Pineapple.....	1,034	800	1,052	885	1,150	---
Tropical fruit salad...	490	383	567	580	551	---
Grand total.....	7,388	6,003	9,243	8,745	9,300	---
Exports:	:	:	:	:	:	:
Apricots.....	229	76	318	201	197	---
Mixed fruit.....	128	121	158	201	353	---
Peaches.....	1,231	793	1,564	1,703	1,983	---
Pears.....	2,008	1,871	2,242	2,122	2,236	---
Total deciduous.....	3,596	2,861	4,282	4,227	4,769	---
Pineapple.....	505	172	418	313	336	---
Tropical fruit salad...	77	28	74	149	109	---
Grand total.....	4,178	3,061	4,774	4,689	5,214	---

1/ Cases of equivalent 24 No. 2½ cans.

The 1965 Australian canned peach pack has been estimated at a record 4.3 million cases or one million cases over the previous year. Australian peach production jumped sharply in 1962 and has not slackened since. The current bumper pack has been aided by a favorable growing season, an absence of disease, and the bearing of new plantings. Clingstone peaches dominate the canned peach pack and during 1964 accounted for 3,233,000 cases or 97 percent of the total. The production of freestone peaches, generally confined to New South Wales and South Australia, has been declining because of consumer and processor preferences for clings. Only 3 percent of the 1964 pack was comprised of freestones and less than one-third of these were suitable for export.

Exports are expected to continue their upward trend. The United Kingdom is the major foreign market for Australian canned peaches and although total peach imports there have been increasing, Australian exports to other foreign markets are growing. In 1964, the United Kingdom imported 1,639,000 cases or 83 percent of total peach exports from Australia--approximately 100,000 more cases than in 1963, and well above the 1959-63 average of 1,158,000 cases.

CANNED PEACHES: Australia, supply and distribution
1962-64, and preliminary 1965

Item	: 1962	: 1963	: 1964	: Preliminary
	: 1,000	: 1,000	: 1,000	: 1,000
	: <u>cases 1/</u>	: <u>cases 1/</u>	: <u>cases 1/</u>	: <u>cases 1/</u>
Supply:				
Beginning stocks, January 1..	87	417	503	253
Production.....	3,259	3,339	3,333	4,330
Total.....	3,346	3,756	3,836	4,583
Distribution:				
Exports.....	1,564	1,703	1,983	---
Domestic consumption.....	1,365	1,550	1,600	---
Ending stocks, December 31..	417	503	253	---
Total.....	3,346	3,756	3,836	---

1/ Cases of equivalent 24 No. 2½ cans.

Australia's 1965 canned apricot pack is estimated at 800,000 cases--357,000 above the short 1964 pack but 118,000 below the bumper 1962 pack. The primary producing region, the Victorian Goulburn Valley, experienced below-average production because of adverse weather. Western Australia also experienced low yields for similar reasons; however, the Murrumbidgee Irrigation Area and South Australia had record harvests and partly offset the lower production in other areas.

Exports of the current pack are expected to surpass those in 1964 but will probably not reach the 1959-63 average of 229,000 cases. The United Kingdom has traditionally been the biggest foreign market for Australian canned apricots; however, South African competition in this market has been increasing and some sources believe exports to the United Kingdom in 1965 will approximate only the 126,000-case level of the previous year. During 1964, total canned apricot exports were 197,000 cases, or almost the same as in 1963. Reportedly, the Australians are attempting to increase their marketings in Canada and Western Europe.

CANNED APRICOTS: Australia, supply and distribution
1962-64, and preliminary 1965

Item	: 1962	: 1963	: 1964	: Preliminary
	: 1,000	: 1,000	: 1,000	: 1,000
	: <u>cases 1/</u>	: <u>cases 1/</u>	: <u>cases 1/</u>	: <u>cases 1/</u>
Supply:				
Beginning stocks, January 1..	5	156	200	46
Production.....	918	846	443	800
Total.....	923	1,002	643	846
Distribution:				
Exports.....	318	201	197	---
Domestic consumption.....	449	601	400	---
Ending stocks, December 31..	156	200	46	---
Total.....	923	1,002	643	---

1/ Cases of equivalent 24 No. 2½ cans.

The 1965 canned pear pack is at present estimated at 2,455,000 cases or some 752,000 cases below the record 1964 pack, and 88,000 below the 1959-63 average. Adverse growing conditions seem to have affected the Bartlett variety most severely, while Packham's Triumph appears to have withstood any serious damage.

Despite the short pack, Australian canned pear exports are not expected to decline greatly from 1964 because of a large carryover from that year. Exports during 1964 totaled 2,236,000 cases—a 114,000 case increase as compared to the 1963 figure, and approximately the same as the 2,242,000 cases exported in 1962. The United Kingdom imported 1,989,000 cases in 1964, or roughly 90 percent of total pear exports; however, other foreign markets, especially Canada, are becoming increasingly important.

CANNED PEARS: Australia, supply and distribution
1962-64, and preliminary 1965

Item	1962	1963	1964	Preliminary 1965
	1,000	1,000	1,000	1,000
	<u>cases 1/</u>	<u>cases 1/</u>	<u>cases 1/</u>	<u>cases 1/</u>
Supply:				
Beginning stocks, January 1..	71	282	18	334
Production.....	3,006	2,653	3,207	2,455
Total.....	3,077	2,935	3,225	2,789
Distribution:				
Exports.....	2,242	2,122	2,236	---
Domestic consumption.....	553	795	655	---
Ending stocks, December 31..	282	18	334	---
Total.....	3,077	2,935	3,225	---

1/ Cases of equivalent 24 No. 2½ cans.

The canned mixed fruit pack is estimated at 894,000 cases—45 percent larger than the 1964 alltime high of 616,000 and more than threefold the 1959-63 average. The damaged pear crop, coupled with adequate peach supplies, has been partly responsible for increases in mixed two-fruits, fruit cocktail, and fruit salad.

Exports have been on an upward trend and are expected to increase substantially in 1965. During 1964 Australia exported 353,000 cases, of which the United Kingdom imported 289,000, or 82 percent of the total. As is true for other Australian canned fruit, the Canadian market is becoming increasingly important for canned mixed fruit because Australian supplies are expanding and competition for traditional world markets is growing. Canadian imports of mixed fruit from Australia in 1964 totaled 18,000 cases or threefold the quantity in 1963.

MIXED FRUIT PACK: Australia, composition, 1956-65

Year	Fruit cocktail	Fruit salad	Two-fruits	Total
	1,000	1,000	1,000	1,000
	<u>cases 1/</u>	<u>cases 1/</u>	<u>cases 1/</u>	<u>cases 1/</u>
1956.....	36	19	107	162
1957.....	151	26	138	315
1958.....	96	34	179	309
1959.....	61	13	104	178
1960.....	47	36	118	201
1961.....	77	18	95	190
1962.....	150	39	252	441
1963.....	117	55	270	442
1964.....	197	56	363	616
1965 forecast.....	---	---	---	894

1/ Cases of equivalent 24 No. 2½ cans.

CANNED MIXED FRUIT 1/: Australia, supply and distribution
1962-64, and preliminary 1965

Item	1962	1963	1964	Preliminary 1965
	1,000	1,000	1,000	1,000
	<u>cases 2/</u>	<u>cases 2/</u>	<u>cases 2/</u>	<u>cases 2/</u>
Supply:				
Beginning stocks, January 1.	10	98	140	103
Production.....	441	442	616	894
Total.....	451	540	756	997
Distribution:				
Exports.....	158	201	353	---
Domestic consumption.....	195	199	300	---
Ending stocks, December 31..	98	140	103	---
Total.....	451	540	756	---

1/ Canned composite packs, including fruit salad, fruit cocktail, and diced two-fruit mixtures.

2/ Cases of equivalent 24 No. 2½ cans.

In 1965, peaches accounted for 51 percent of the total pack as compared to 44 percent in 1964. Mixed fruit for the periods shown has also been on an upward trend and was 11 percent of the canned fruit pack in 1965 as opposed to 8 percent the previous year and 4 percent in 1961. The production of canned pears, which has been on a general upward trend and fell in 1965, accounted for only 29 percent of the total pack. Pears, as a percentage of the total pack, have been tending to decline because the production of peaches and of mixed fruits has been growing at a faster rate. Apricot production has not followed any definite pattern over the past few years, and between 1961 and 1965 has accounted for between 6 and 12 percent of the total canned fruit pack.

Components of the Australian Canned Fruit Pack, Annual 1961-65

	1961	1962	1963	1964	1965					
	1,000 cases	Percent of pack	1,000 cases	Percent of pack	1,000 cases	Percent of pack	1,000 cases	Percent of pack	1,000 cases	Percent of pack
Apricots.....	334	7	918	12	846	12	443	6	800	9
Peaches.....	1,675	35	3,259	43	3,339	46	3,333	44	4,330	51
Pears.....	2,621	54	3,006	39	2,653	36	3,207	42	2,455	29
Mixed Fruit..	190	4	441	6	442	6	616	8	894	11
Total....	4,820	100	7,624	100	7,280	100	7,599	100	8,479	100

1/ Estimate.

Source: Thirty-Ninth Report of the Australian Canned Fruits Board, Melbourne, April 1965.

Total Australian fruit acreage (bearing and non-bearing) has been on a general upward trend for the last several years and in 1964 amounted to 189.4 thousand acres. Apple acreage in 1964 accounted for almost 50 percent of the total, followed by peaches (16 percent) and pears (14 percent). All bearing fruits experienced an increase from the 1963 level except nectarines and cherries, which dropped slightly. Over the last several years, nectarine and pineapple acreage, has been decreasing.

SELECTED FRUIT: Total Australian acreage,
1959-60 through 1963-64

Kind of fruit	1959-60	1960-61	1961-62	1962-63	1963-64
	1,000	1,000	1,000	1,000	1,000
	acres	acres	acres	acres	acres
<u>Bearing area</u>					
Apples.....	65.8	65.9	65.9	67.9	68.9
Apricots.....	9.4	9.2	9.4	9.9	10.0
Cherries.....	3.2	3.3	3.3	3.5	3.4
Nectarines.....	.9	.9	.8	.8	.6
Peaches.....	14.7	15.1	19.7	22.2	22.9
Pears.....	17.9	17.8	18.5	20.0	20.3
Plums.....	4.8	4.7	4.8	5.1	5.3
Prunes.....	3.5	3.5	3.5	3.4	3.5
Pineapple.....	9.5	8.1	7.3	7.2	7.5
<u>Total area</u>					
Apples.....	85.3	86.9	87.6	91.4	92.8
Apricots.....	12.1	11.9	11.5	11.8	11.9
Cherries.....	4.6	4.8	4.9	5.1	5.2
Nectarines.....	1.1	1.1	1.1	1.1	1.0
Peaches.....	26.4	26.9	29.6	30.2	30.4
Pears.....	23.7	23.9	25.3	26.0	26.0
Plums.....	6.3	6.3	6.5	6.6	6.8
Prunes.....	4.2	4.3	4.4	4.2	4.2
Pineapple.....	12.6	11.1	10.5	10.5	11.1

Source: The Fruit Growing Industry, Australia, No. 20, Commonwealth Bureau of Census and Statistics, Canberra, 1963-64.

SELECTED FRUIT: Australian acreage by state in 1963-64

Kind of fruit	New South Wales	Victoria	Queensland	South Australia	Western Australia	Tasmania	Total
	1,000 acres	1,000 acres	1,000 acres	1,000 acres	1,000 acres	1,000 acres	1,000 acres
<u>Bearing area</u>							
Apples.....	13.0	15.9	8.5	4.8	10.9	15.5	68.6
Apricots.....	1.7	3.6	.3	3.6	.3	.5	10.0
Cherries.....	1.7	1.3	1/1	.4	1/1	1/1	3.4
Nectarines.....	.4	.1	1/1	.1	.1	1/1	.6
Peaches:							
Canning.....	3.7	8.9	1.4	3.7	.7	1/1	22.9
Other.....	2.8	1.7	---	---	---	---	---
Pears:							
Canning.....	.9	7.3	.5	1.6	.8	.3	20.3
Other.....	1.7	6.0	---	---	---	1.2	---
Plums.....	1.4	1.5	1.2	.3	.8	.1	5.3
Prunes.....	2.6	.3	---	.6	1/1	1/1	3.5
Pineapple.....	.1	---	7.4	---	---	---	7.5
<u>Total area</u>							
Apples.....	18.7	22.9	12.6	5.9	15.1	17.6	92.8
Apricots.....	2.1	4.0	.5	4.5	.3	.5	11.9
Cherries.....	2.7	1.9	1/1	.6	1/1	1/1	5.2
Nectarines.....	.4	.2	.1	.2	.1	1/1	1.0
Peaches:							
Canning.....	4.2	12.2	1.9	4.7	1.0	.1	30.4
Other.....	3.7	2.6	---	---	---	---	---
Pears:							
Canning.....	1.2	10.0	1.2	2.0	1.1	.3	26.0
Other.....	2.0	6.8	---	---	---	1.4	---
Plums.....	1.9	1.9	1.5	.4	1.0	.1	6.8
Prunes.....	3.1	.3	---	.8	1/1	1/1	4.2
Pineapple.....	.2	---	10.9	---	---	---	11.1

1/ Less than 100 acres.

Source: The Fruit Growing Industry, Australia, No. 20, Commonwealth Bureau of Census and Statistics, Canberra, 1963-64.

Australian fresh production of major fruits has continued to increase and in 1964 was approximately 7 percent above the previous 1963 total. Compared to the 1963 figures, pear production increased 28,100 tons; apples 19,700; peaches 8,100; and pineapples 6,700.

SELECTED FRUITS: Australian production,
annual 1959-64

Kind of fruit	: 1959	: 1960	: 1961	: 1962	: 1963	: 1964
	: 1,000	: 1,000	: 1,000	: 1,000	: 1,000	: 1,000
	: short	: short	: short	: short	: short	: short
	: <u>tons</u>	: <u>tons</u>	: <u>tons</u>	: <u>tons</u>	: <u>tons</u>	: <u>tons</u>
	:	:	:	:	:	:
Apples.....	273.9	295.4	325.2	359.7	385.3	405.0
Apricots.....	34.3	37.1	31.8	44.8	45.9	38.6
Cherries.....	6.2	7.4	6.5	8.5	7.3	8.9
Nectarines.....	3.0	2.9	2.8	3.2	3.0	2.7
Peaches.....	58.3	65.6	55.6	89.1	90.1	98.2
Pears.....	106.6	118.5	120.6	147.8	127.5	155.6
Plums and prunes.....	23.3	26.2	27.0	27.9	30.2	30.1
Pineapple.....	109.1	99.6	81.8	82.2	86.6	93.3

Source: The Fruit Growing Industry, Australia, No. 20, Commonwealth Bureau of Census and Statistics, Canberra, 1963-64.

In terms of canned deciduous fruit production, Victoria state is by far the most important. During 1964 this area accounted for 5,151,000 cases or 68 percent of the total pack. It also has the greatest amount of bearing acreage devoted to fruit production, which in 1964 was 46.6 thousand acres--up 1,100 acres from the previous year. Pears are the leading canned deciduous fruit produced in Victoria. Nearly 90 percent of the Australian canned pear pack originates in this state. Victoria also accounts for approximately 59 percent of the mixed fruit pack, 56 percent of the apricot pack, and 51 percent of the peach pack.

South Australia and New South Wales are the two next most important states--each contributing approximately 15 percent of the total canned fruit pack in 1964. South Australia's predominant production was in peaches (747,000 cases), followed by mixed fruit (180,000), apricots (133,000), and pears (117,000). Canned peach production at 859,000 cases was also the leading item in New South Wales followed by pears (164,000), apricots (49,000), and mixed fruit (45,000). Both New South Wales and South Australia experienced decreased apricot production compared with the previous year's, but showed gains in peaches, pears, and mixed fruit. The combined States of Victoria, New South Wales, and South Australia produced 98 percent of the Australian canned fruit pack for 1964.

CANNED DECIDUOUS FRUITS: Australian production by state,
average 1959-63 and annual 1959-64

Kind of fruit	Queensland	New South Wales	Victoria	South Australia	Western Australia	Tasmania	Total
	1,000	1,000	1,000	1,000	1,000	1,000	1,000
	cases	cases	cases	cases	cases	cases	cases
<u>Canned apricots</u>							
Average:							
1959-63.....	31	113	324	149	3	6	625
Annual:							
1959.....	27	174	144	98	3	3	449
1960.....	23	57	433	49	1	13	576
1961.....	27	64	96	140	4	3	334
1962.....	42	124	504	239	2	7	918
1963.....	34	144	444	217	3	4	846
1964.....	7	49	250	133	1	3	443
<u>Canned peaches</u>							
Average:							
1959-63.....	33	564	1,335	469	4	---	2,406
Annual:							
1959.....	12	371	1,033	293	1	---	1,710
1960.....	35	517	1,145	347	1	---	2,045
1961.....	28	342	858	444	3	---	1,675
1962.....	36	802	1,756	659	6	---	3,259
1963.....	56	790	1,881	602	10	---	3,339
1964.....	29	859	1,686	747	12	---	3,333
<u>Canned pears</u>							
Average:							
1959-63.....	8	112	2,281	86	1	55	2,543
Annual:							
1959.....	4	76	1,829	62	---	51	2,022
1960.....	---	98	2,155	114	---	48	2,415
1961.....	4	130	2,358	76	1	52	2,621
1962.....	13	102	2,689	131	3	68	3,006
1963.....	21	154	2,375	49	---	54	2,653
1964.....	22	164	2,854	117	---	50	3,207
<u>Canned mixed fruit</u>							
Average:							
1959-63.....	22	21	197	50	---	---	290
Annual:							
1959.....	---	3	149	26	---	---	178
1960.....	7	13	145	36	---	---	201
1961.....	10	8	127	45	---	---	190
1962.....	64	41	268	68	---	---	441
1963.....	29	42	294	77	---	---	442
1964.....	30	45	361	180	---	---	616
<u>Total deciduous fruit</u>							
Average:							
1959-63.....	94	810	4,137	754	8	61	5,864
Annual:							
1959.....	43	624	3,155	479	4	54	4,359
1960.....	65	685	3,878	546	2	61	5,237
1961.....	69	544	3,439	705	8	55	4,820
1962.....	155	1,069	5,217	1,097	11	75	7,624
1963.....	140	1,130	4,994	945	13	58	7,280
1964.....	88	1,117	5,151	1,177	13	53	7,599

Source: Thirty-Ninth Report of the Australian Canned Fruits Board, Melbourne, April 1965.

The 1964 Australian apparent consumption (measured by stock movement) of the four reported canned deciduous fruits dropped 982,000 cases to 2,329,000 or 30 percent lower than the previous year. Reportedly there were several reasons for this situation. A large 1962 carryover created an unstable market in 1963 and resulted in price cutting and "special," and hence unusually heavy consumption. Furthermore, the possibility (eventually realized) of an excise duty on canned deciduous fruits encouraged abnormally high stock movements to avoid higher replacement costs at a later date. To stabilize markets in 1964, prices were raised, thereby reducing the incentive to promote "specials." In addition, some sources believe part of the heavy movement in the latter part of 1963 was in fruit for sale in 1964, which in effect partly reduces the wide difference between 1963 and 1964 consumption.

FOUR PRINCIPAL DECIDUOUS FRUIT ITEMS: Rate of growth of
Australian consumption and population 1955-64

Year	Quantity	Increase over 1955	Total population	Increase over 1955
	1,000 cases 1/	Percent	Thousands	Percent
1955.....	1,274	---	9,200	--
1956.....	1,325	4	9,426	2
1957.....	1,836	44	9,640	5
1958.....	1,671	31	9,842	7
1959.....	1,646	29	10,056	9
1960.....	2,021	59	10,275	12
1961.....	2,023	59	10,508	14
1962.....	2,762	117	10,705	16
1963.....	3,311	160	10,916	19
1964.....	2,329	83	11,136	21

1/ Cases of equivalent 24 No. 2½ cans.

Source: Consumption data--Thirty-Ninth Report of the Australian Canned Fruits Board, Melbourne, April 1965. Population--Monthly Bulletin of Statistics, United Nations, February 1965.

As for the 1964 packout of the three export grades and the domestic grade, the proportion of choice grade increased over the previous year, as did fancy and standard while the proportion of domestic grade declined. Taken in total, 80.5 percent or 6,117,000 cases of the 1964 pack were suitable for export; however, actual exports amounted to 4,769,000 cases. The domestic grade represented only 19.5 percent of the 1964 pack.

Australian Packout, Annual 1959-64

Grade	: <u>1959</u>	: <u>1960</u>	: <u>1961</u>	: <u>1962</u>	: <u>1963</u>	: <u>1964</u>
	: Percent	: Percent	: Percent	: Percent	: Percent	: Percent
Fancy.....	6.6	4.4	6.0	6.9	4.3	7.2
Choice.....	67.3	63.2	59.1	56.9	56.6	61.7
Standard.....	8.3	9.2	7.2	7.0	10.9	11.6
Domestic.....	17.8	23.2	27.7	29.2	23.2	19.5

Source: Australian Canned Fruits Board.

Minimum grower prices in 1965 for selected fruits were higher than in 1964. Peaches increased by \$12 per ton; apricots by \$10; and pears by \$8. The prices listed below are for all canning fruit, regardless of whether they are packed for export or for the domestic market.

CANNING FRUIT: Australia, minimum grower prices
per short ton 1/ for first-quality fruit,
average 1959-63 and 1960-65 seasons

Fruit	: Average	: 1960	: 1961	: 1962	: 1963	: 1964	: 1965
	: 1959-63						
	: U.S.	: U.S.	: U.S.	: U.S.	: U.S.	: U.S.	: U.S.
	: <u>dol.</u>	: <u>dol.</u>	: <u>dol.</u>	: <u>dol.</u>	: <u>dol.</u>	: <u>dol.</u>	: <u>dol.</u>
Apricots	: 76	: 60	: 76	: 86	: 86	: 86	: 96
Peaches, cling, clear center	: 87	: 80	: 88	: 88	: 88	: 82	: 94
Peaches, cling, other	: 83	: 76	: 84	: 84	: 84	: 78	: 90
Peaches, freestone	: 58	: 52	: 60	: 60	: 60	: 56	: 68
Pears, Bartlett	: 81	: 76	: 84	: 84	: 84	: 84	: 92
Pears, Packham's Triumph	: 65	: 60	: 68	: 68	: 68	: 64	: 72

1/ Delivered to either the grower's railroad siding or to the cannery door.

Source: Australian Fruit Industry Sugar Concession Committee.

The 1965 opening minimum export prices per dozen (c.i.f. U.K. port) of canned Australian fruit were the same as the previous year except for fruit cocktail, which opened lower. Each of the three export grades of cocktail dropped 14 cents per dozen from 1964 and equaled the 1962 and 1960 levels.

CANNED FRUIT: Australia, minimum opening export prices
to the United Kingdom (c.i.f. U.K. port), 1960-65

Fruit and pack style	Price per dozen 2½'s		
	Fancy	Choice	Standard
	U.S. dollars	U.S. dollars	U.S. dollars
Apricots:			
Halves			
1960.....	3.15	2.94	2.80
1961.....	3.50	3.29	3.15
1962.....	3.50	3.29	3.15
1963.....	3.29	3.08	2.94
1964.....	3.43	3.22	3.08
1965.....	3.43	3.22	3.08
Peaches:			
Clingstones			
Halves and slices			
1960.....	3.36	3.15	3.01
1961.....	3.50	3.29	3.15
1962.....	3.36	3.15	3.01
1963.....	3.22	3.01	2.87
1964.....	3.43	3.22	3.08
1965.....	3.43	3.22	3.08
Freestones			
Halves and slices			
1960.....	3.12	2.90	2.76
1961.....	3.26	3.04	2.90
1962.....	3.12	2.90	2.76
1963.....	3.01	2.80	2.66
1964.....	3.08	2.87	2.73
1965.....	3.08	2.87	2.73
Pears (Bartletts):			
Halves and quarters			
1960.....	3.64	3.43	3.29
1961.....	3.71	3.50	3.36
1962.....	3.57	3.36	3.22
1963.....	3.50	3.29	3.15
1964.....	3.57	3.36	3.22
1965.....	3.57	3.36	3.22
Fruit cocktail: 1/			
1960.....	3.92	3.71	3.57
1961.....	4.06	3.85	3.71
1962.....	3.92	3.71	3.57
1963.....	3.78	3.57	3.43
1964.....	4.06	3.85	3.71
1965.....	3.92	3.71	3.57
Two-fruit:			
1960.....	3.36	3.15	3.01
1961.....	3.50	3.29	3.15
1962.....	3.36	3.15	3.01
1963.....	3.22	3.01	2.87
1964.....	3.43	3.22	3.08
1965.....	3.43	3.22	3.08

1/ As of July 1, 1965, Fancy \$3.64, Choice \$3.43, Standard \$3.29

Source: Australian Canned Fruits Board.

Export statistics indicate that 63 percent of the 1964 canned deciduous fruit pack was exported, as contrasted with 58 percent in 1963 and the 1959-63 average of 61 percent. Total canned deciduous fruit exports amounted to 4.8 million cases in 1964--some 600,000 cases above the previous year and 1.2 million above the 1959-63 average. With the exception of apricots, all canned deciduous fruit exports increased over 1963.

Pineapple exports since 1959 appear to be on a general downward trend and in 1964 were 169,000 cases below the 1959-63 average of 505,000 cases. Although tropical fruit salad exports in 1964 were 40,000 cases below the previous year's alltime high, they were well above the 1959-63 average. In 1963 and 1964, Canada proved to be the biggest foreign market for both canned tropical fruit salad and pineapple.

CANNED FRUITS: Australia, exports by country of destination,
average 1959-63 and annual 1959-64

Canned fruit type and destination	Average 1959-63	1959	1960	1961	1962	1963	1964
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/
<u>Apricots</u>							
Canada.....	16	17	9	1	27	25	49
New Zealand.....	1	2	2	---	1	---	---
United Kingdom.....	190	202	248	67	275	156	126
Other.....	22	46	19	8	15	20	22
Total	229	267	278	76	318	201	197
<u>Peaches</u>							
Canada.....	22	8	7	7	16	70	195
New Zealand.....	5	10	8	3	---	---	---
United Kingdom.....	1,158	939	1,051	759	1,505	1,537	1,639
Other.....	46	36	34	24	43	96	149
Total.....	1,231	993	1,100	793	1,564	1,703	1,983
<u>Pears</u>							
Canada.....	23	9	5	15	28	55	135
New Zealand.....	---	---	---	---	---	---	---
United Kingdom.....	1,941	1,751	1,980	1,828	2,149	1,999	1,989
Other.....	44	30	31	28	65	68	112
Total.....	2,008	1,790	2,016	1,871	2,242	2,122	2,236
<u>Mixed fruit 2/</u>							
Canada.....	2	---	---	---	3	6	18
New Zealand.....	---	1	1	---	---	---	---
United Kingdom.....	116	59	93	116	140	170	289
Other.....	10	3	5	5	15	25	46
Total.....	128	63	99	121	158	201	353
Total canned deciduous fruit:	3,596	3,113	3,493	2,861	4,282	4,227	4,769
<u>Pineapple</u>							
Canada.....	119	142	159	65	106	122	148
New Zealand.....	66	84	98	32	45	71	51
United Kingdom.....	261	553	332	69	250	102	126
Other.....	59	176	77	6	17	18	11
Total.....	505	955	666	172	418	313	336
<u>Tropical fruit salad</u>							
Canada.....	28	21	14	5	20	81	72
New Zealand.....	5	9	13	5	---	---	---
United Kingdom.....	25	26	37	1	23	39	21
Other.....	19	1	15	17	31	29	16
Total.....	77	57	79	28	74	149	109
<u>Total canned deciduous, pine- apple, and fruit salad</u>							
Canada.....	208	197	193	93	200	360	617
New Zealand.....	78	105	122	40	46	71	51
United Kingdom.....	3,691	3,530	3,741	2,840	4,342	4,004	4,189
Other.....	200	293	182	88	186	256	357
Grand total.....	4,178	4,125	4,238	3,061	4,774	4,689	5,214

1/ Cases of equivalent 24 No. 2½ cans. 2/ Composite fruit packs of canned fruit cocktail, canned fruit salad (other than tropical fruit salad) and canned two-fruit.

Source: Australian Canned Fruits Board.

The Australian Canned Fruits Board, in co-operation with the Australian High Commission's director of trade publicity, plans to increase its publicity in the British market in 1965. Australia now sells to Britain about 4 million cases of canned fruit annually, worth approximately \$28 million c.i.f. The Australian Board hopes to increase sales despite increasing competition from other countries.

The publicity campaign will take the form of: greater national press advertising coupled with a recipe service; a nationwide campaign of posters, previously confined to London, Manchester, and Birmingham; and point-of-sale promotion operated by canners and wholesalers or other buyers. The Board is to sponsor a scheme under which canners can spend up to 14¢ per case on printing, press and television expenditure in Britain. If the point-of-sale scheme is fully exploited, about \$560,000 is likely to be involved in this part of the campaign.

The following table illustrates a competitive advantage Australia enjoys in the Canadian market. Of prime importance is the 1½¢ to 2¢ lower duty on Australian peaches compared with those from South Africa and the United States, though South Africa also enjoys some tariff preference. This, coupled with strong promotional activity and increasing competition in traditional world markets, partly explains why the Canadian market is of growing importance to the Australian canned fruit industry.

Duty on Canned Fruit Shipments Into Canada

	U.S.	South Africa	Australia
	U.S. Cents per pound	U.S. Cents per pound	U.S. Cents per pound
Apricots	2½	½	½
Peaches	2¼	1 ¾	¼
Pears	2	2	Free
Pineapple	2	Free	Free
Cherries	1½	1½	1½
Prunes	1 1/3	1 1/3	1 1/3
Mixtures containing peaches, pears, or apricots	2	2	1
Not otherwise provided	1	Free	Free

Source: Bulletin International des Douanes, Canada, No. 57
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